



March 1, 2004

Dear AgriMissouri™ Supporter:

We are proud to announce the 2nd annual AgriMissouri™ Media Excellence Award to honor radio, television and print media organizations for outstanding work in reporting on products grown, raised, and processed in Missouri. The Award will be presented at the Governor's Conference on Agriculture on December 12, 2004. We invite your organization to participate.

The AgriMissouri™ program, administered by the Missouri Department of Agriculture, is a regional branded initiative focused on increasing the demand for agricultural products grown, raised and processed in Missouri. The nearly 600 members of the AgriMissouri™ program include farmers, farmers' markets and agriculture-based businesses across the state. Our AgriMissouri™ companies are as diverse as Missouri's agriculture and food-processing sectors. The companies span the geography of the state and include more than 90 farmers' markets, wineries, agritourism businesses, direct marketers of fresh produce and meat, and companies processing meat products, jellies, barbecue sauces, beverages, and dairy products. From a company selling rice to China to a number of multigenerational family businesses, each of our AgriMissouri™ companies has a story to tell.

To find out more about our AgriMissouri™ companies and perhaps spark some story ideas, please visit our **AgriMissouri Buyers Guide** on the web at www.mda.mo.gov/Market/bgguide.html. The **AgriMissouri Agritourism Directory**, which lists agritourism businesses, is also available on the web at www.mda.mo.gov/pdf/2002MOAgritourismDir.pdf.

The 2004 AgriMissouri™ Media Excellence Award nomination form is on-line at www.mda.mo.gov. Please note that the application process is simple and self-nomination is encouraged. The selection committee will make its decisions based on the nomination narratives, as well as supporting documentation.

We appreciate the work you do and look forward to receiving your nomination form. Thank you, and please feel free to contact me if you have any questions.

Sincerely,

Deanne Hackman
Director, Agriculture Business Development Division

Enclosures

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